

Msc Strategic And Digital Marketing Course Handbook

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This programme prepares participants to gain specialised knowledge and skills in Strategic and Digital marketing to be applied in a global business environment. The use of cases, real strategic problems and projects will enable students to learn and develop the competencies required to advance their individual careers in firms or any other type of organisation.

MSc in Strategic and Digital Marketing - Rennes SB

The MSc Strategic Digital Marketing draws students from a range of backgrounds who share the common goal of wanting to develop as strategic digital marketers. Graduates should greatly enhance their career prospects across a variety of industries in both private and public sectors but may also choose to start up their own business in this growth area.

MSc Strategic Digital Marketing | University of South Wales

Strategic and Digital Marketing MSc Digital marketing is one of the world ' s fastest growing industries, and with many companies opting for a digital first marketing strategy, this course can help you become a skilled and strategic graduate in high demand across a range of sectors.

Strategic and Digital Marketing MSc - DMU

The School of Management ' s MSc in Digital and Strategic Marketing and MSc in Marketing and Management programmes are approved by the Chartered Institute of Marketing (CIM) , offering students the opportunity to gain professional qualifications through the CIM Graduate Gateway. CIM is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners.

Digital and Strategic Marketing

Digital Marketing Strategy: This module is intended to provide you with both the theory and practice of digital marketing through a strategic prism. The module aims to build on existing theories and concepts and encourages you to critically assess the use of the core five tools of digital marketing strategy namely: social media, email, website design, online advertising and online public relations.

Digital Marketing Management (2021/22) | Coventry University

Our MSc in Marketing with Digital Strategy equips you with the digital skills and strategic marketing knowledge to meet current demand for people who can thrive in the digital business environment.

MSc Marketing With Digital Strategy - Napier

The MSc in Digital Marketing develops skills in all strategic aspects enabling candidates to succeed in a top-level marketing position, or in entrepreneurship. Skip to main content Trinity College Dublin, The University of Dublin

MSc Digital Marketing - Masters - Trinity Business School ...

Objectives of the programme The MSc in Marketing and Digital Media mainly focuses on the digital marketing field to provide the students an integrative view of the different digital marketing tools and how they can play an important role in building a brand.

Master of Science (MSc) in Marketing and Digital Media | ESCP

This MSc aims to offer knowledge and expertise for a career in marketing in the UK or overseas in industry, commerce or the public sector, or to pursue further research for a PhD. Graduates from this course have gone on to careers in digital marketing, tourism marketing, advertising, product development marketing, customer relationship management, etc.

Strategic Marketing (MSc) (full time) (1 year) - Study ...

Our two year, part-time MSc Strategic Marketing is designed to be studied online, as you continue your career. You will complete your Master ' s alongside a cohort of marketers from around the world.

MSc Strategic Marketing in London, UK | Imperial College ...

Creative, client-facing, analytical, practical or more: whatever marketing specialism you aspire to, our MSc Strategic Marketing can help you get there. This course has a distinctive strategic, digital and analytical focus, combining subject-specific marketing knowledge and digital marketing skills with hands-on, practical marketing experience.

Strategic Marketing MSc masters course | University of Surrey

Strategic and Digital Marketing MSc. Strategic and Digital Marketing MSc. Overview Reasons to study Strategic and Digital Marketing at DMU: This is a specialist masters degree for students with previous qualifications in marketing and/or substantial marketing experience. ... Read more.

MSc Digital Marketing Postgraduate Degree (55 courses)

Our MSc in Digital Marketing enables you to specialise in planning and applying digital marketing strategies. The specialist digital marketing knowledge we teach helps you to understand and create digital marketing solutions. During your studies you will develop: a strong foundation in marketing theory and practice

MSc in Digital Marketing at Oxford Brookes University

Masters in Marketing (Digital Marketing) In this Masters programme you will learn how to make the best use of digital channels and understand how customers interact with businesses online.

Masters in Marketing (Digital Marketing) | Henley Business ...

Why study MSc Strategic Marketing at Middlesex University? Any strategic marketing role requires both a broad vision for the organisation and an understanding of the impact of differing marketing channels. Developed for marketing practitioners and graduates from areas such as marketing, management and social sciences, this course provides ...

Strategic Marketing MSc/PGDip/PGCert | Middlesex ...

Location: Houghton Street, London. The MSc Marketing is an outstanding one-year programme providing an analytical, business-focused curriculum to develop your skills as an innovative and strategic marketer. A practical project will enable you to apply your insights and expertise to a real-world consulting problem, and to develop your professional and practical skills as a marketing manager.

MSc Marketing - LSE Home

Strategic Marketing Employment Opportunities. We have an excellent track record of placing our graduates with major multinational companies. Your MSc Strategic Marketing programme, with CIM accreditation, will give you the skills to forge a thriving career in a competitive environment across a variety of sectors anywhere in the world.

Strategic Marketing, MSc - Swansea University

Develop your strategic marketing skills and compete in today ' s increasingly global marketplace. On this MSc, you ' ll gain insights into the world of marketing, with its ethical and societal implications. You ' ll study core marketing areas in-depth, including market research, buyer behaviour, branding and analytics.

Strategic Marketing MSc : University of Sussex

Master the ever-changing paradigm and pioneer the future of marketing The MSc Marketing provides an integrated approach to marketing that combines advanced knowledge in traditional and digital marketing with a strategic mindset.